

Business motivation, challenges, complexities & corruption dilemma

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This research investigates the entrepreneur's challenges and motivation in SME businesses in Nigeria and its complexities. Previous researchers have identified many of these challenges and motivations especially Rosa and Fadahunsi (2002); OECD (2006) but none has given sufficient detailed attention to their complexities.



Corruption Dilemma

- Depending on the business, a corrupt business person is likely to be very rich, influential, lead a comfortable life, honoured by family, friends and the society since there is safe heaven abroad to keep some of their loot.
- On the contrary a sincere business person will experience the exact opposite and be a laughing-stock by many.
- Which type of business person will you be if you have a choice in Nigeria?

Methodology

- This research employed a triangulation approach of 8 case studies and a survey of 350 entrepreneurs.
- Hypothesis proves that the highest motivating and challenging factors for starting a business in Nigeria are family and external factors respectively.
- In the qualitative study, the analytical method was through comparison.
- Survey analytic method was statistical using the statistical package for social sciences (SPSS).



Findings

- Contributions to knowledge were derived.
- Advance fee fraud (419), fluctuation in currency, rate of inflation, dilemma of corruption and its complications that involve:
- Police, those in authority, insecurity, kidnapping and religious violence which are major challenges facing entrepreneurs and negatively affect their motivation.
- This study contributed theoretically to the improvement of expectancy theory of Vroom (1964) by emphasizing that a more qualifying or directed effort will result in better valence or outcome than just adding effort alone.

Conclusion

This study recommends imbibing the culture of monitoring, accountability and transparency for a more efficient outcome, which is fundamentally the principle of directed effort that was contributed by this research.

The wider implication of this research is that it hopes to create a better business environment.

References

- Rosa, P. & Fadahunsi, A. (2002): Illegality and entrepreneurial Nigerian cross-border traders, *Journal of Business Venturing*, 17(397-429).
- Vroom, V.H. (1964): *Work and Motivation*, John Wiley & Sons, Inc, New York, NY.